

Rep Order# 6825819 Ver# 2 Status Returned
EC'd Yes Traffic Order# 103292

Printed: 06/22/2012 8:32 AM
Last Received: 06/19/2012 7:33 AM
Showing Buylines: All Lines

1 of 5

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2599
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY
Agency C/P/I/P2/E 155142672599
Flight Dates 09/14/2012 - 09/20/2012
Hiatus Weeks
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

— REMARKS —
PLEASE SEE BELOW. THANKS!

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	F		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/14-09/14	1	1	1	\$400.00	
2	M		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
3	TU		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
4	W		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/19-09/19	1	1	1	\$400.00	
5	TH		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
6	F		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/14-09/14	1	1	1	\$725.00	
7	M		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/17-09/17	1	1	1	\$725.00	
8	TU		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/18-09/18	1	1	1	\$725.00	
9	W		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/19-09/19	1	1	1	\$725.00	
10	TH		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/20-09/20	1	1	1	\$725.00	
11	F		7A-9A	TODAY SHW	:30	\$900.00	09/14-09/14	2	1	2	\$1,800.00	
12	M		7A-9A	TODAY SHW	:30	\$900.00	09/17-09/17	2	1	2	\$1,800.00	

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Advertiser () N.R.C.C. IE

Product NRCC IE 2012

Estimate# 2599

Buyer Ben Angle

Phone#

Fax#

LT

In

Day

Time

Program

*28 M 7P-730P JEOPARDY

Station Remark: V2 JEOP 630-7P

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA

ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY

Agency C/P1/P2/E 155/426/2599

Flight Dates 09/14/2012 - 09/20/2012

Hiatus Weeks Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
13 TU 7A-9A TODAY SHW	:30	\$900.00	09/18-09/18	2	1	2	\$1,800.00	
14 W 7A-9A TODAY SHW	:30	\$900.00	09/19-09/19	2	1	2	\$1,800.00	
15 TH 7A-9A TODAY SHW	:30	\$900.00	09/20-09/20	2	1	2	\$1,800.00	
16 SA 7A-9A SATURDAY TODAY	:30	\$625.00	09/15-09/15	1	1	1	\$625.00	
17 SU 7A-8A SUN TODAY-NBC	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
18 SU 930A-10A CHRIS MATTHEWS	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
19 F 430P-5P NEWS 3	:30	\$725.00	09/14-09/14	1	1	1	\$725.00	
20 TU 430P-5P NEWS 3	:30	\$725.00	09/18-09/18	1	1	1	\$725.00	
21 TH 430P-5P NEWS 3	:30	\$725.00	09/20-09/20	1	1	1	\$725.00	
22 F 5P-630P NEWS 3	:30	\$1,200.00	09/14-09/14	2	1	2	\$2,400.00	
23 M 5P-630P NEWS 3	:30	\$1,200.00	09/17-09/17	2	1	2	\$2,400.00	
24 TU 5P-630P NEWS 3	:30	\$1,200.00	09/18-09/18	2	1	2	\$2,400.00	
25 W 5P-630P NEWS 3	:30	\$1,200.00	09/19-09/19	2	1	2	\$2,400.00	
26 TH 5P-630P NEWS 3	:30	\$1,200.00	09/20-09/20	2	1	2	\$2,400.00	
*27 F 7P-730P JEOPARDY Station Remark: V2 JEOP 630-7P	:30	\$1,300.00	09/14-09/14	1	1	1	\$1,300.00	
*28 M 7P-730P JEOPARDY	:30	\$1,300.00	09/17-09/17	1	1	1	\$1,300.00	

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3 of 5

Station KSNV-TV LAS VEGAS, NV.

Advertiser () N.R.C.C. IE

Product NRCC IE 2012

Estimate# 2599

Buyer Ben Angle

Phone#

Fax#

LT

Ln

Day

Time

Program

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY

Flight Dates 155426/2599

Hiatus Weeks

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Spots/Week # of Weeks Total Spots Total Cost Daypart

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Station Remark: V2 WHEEL 7-730P

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Station	KSNV-TV LAS VEGAS, NV.				Rep Firm			
Advertiser	() N.R.C.C. IE				Sales Office () PHILADELPHIA			
Product	NRCC IE 2012				Salesperson () AMY MCCREARY			
Estimate#	2599				Agency () NATIONAL MEDIA RESEARCH PLANNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314			
Buyer	Ben Angle				Agency C/P1/P2/E 155/426/72599			
Phone#					Flight Dates 09/14/2012 - 09/20/2012			
Fax#					Hiatus Weeks			
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks Total Spots Total Cost Daypart
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42	F		11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/14-09/14	1 1 1 \$1,200.00
43	M		11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/17-09/17	1 1 1 \$1,200.00
44	W		11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/19-09/19	1 1 1 \$1,200.00
45	S	A	11P-1135P	WKD2 NEWS-AT 11	:30	\$1,100.00	09/15-09/15	1 1 1 \$1,100.00
46	F		1135P-1235A	TONITE SHW	:30	\$500.00	09/14-09/14	1 1 1 \$500.00
47	M		1135P-1235A	TONITE SHW	:30	\$500.00	09/17-09/17	1 1 1 \$500.00
48	TU		1135P-1235A	TONITE SHW	:30	\$500.00	09/18-09/18	1 1 1 \$500.00
49	W		1135P-1235A	TONITE SHW	:30	\$500.00	09/19-09/19	1 1 1 \$500.00
50	TH		1135P-1235A	TONITE SHW	:30	\$500.00	09/20-09/20	1 1 1 \$500.00
51	SA		1130P-1A	SAT NITE LIVE	:30	\$1,400.00	09/15-09/15	1 1 1 \$1,400.00

--REPORT TOTALS--

Report Totals: 61 / \$68,525.00

--SALES MONTHLY TOTALS--

Sep 12: 61 / \$68,525.00

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Product NRCC IE 2012
Estimate# 2599
Buyer Ben Angle
Phone#
Fax#

Sales Totals: 61 / \$68,525.00

Station Totals: 61 / \$68,525.00
Lines not sent/reld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	\$185,203	CATV	0%	KBLR	0%	KINC	0%	KLAS	22%	KSNV	37%	KVVU	22%
			KTNV	15%	KTUD	0%	KVCM	1%	KVMX	3%				
			XXXX	0%										

—COMPETITIVE COMMENTS—

EST SHARES BASED ON 5 WEEKS OF ORDER

Books NOV12
Demos RA35+

—CREDIT RISK—

CASH IN ADVANCE